



## Media Information



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### Natural & Organic Cosmetics Offer New Opportunities Natural Cosmetics Conference 2016

The radar of the cosmetics markets clearly shows two favorites that couldn't be any more different: natural and organic cosmetics and hightech cosmetics are the relevant growth areas in the cosmetics market.

The market is setting high standards. Primarily the new ambitious consumers are driving the market for natural and organic cosmetics forward. Amidst natural romance, self-staging and health issues, suppliers, retailers and newcomers are experiencing the challenge to consolidate their positioning. In addition, there is a differentiated international range of products on the lookout for marketing opportunities. Retail – stationary and online – is taking on an important role. Therefore it is particularly important to research how the segment of natural and organic cosmetics will continue to develop.

International experts, lateral thinkers and trade experts will discuss these topics during this year's Natural & Organic Cosmetics Conference, which will be held **September 27-28, 2016, at the Hotel Ellington Berlin.**

Once again in 2016, the Natural Cosmetics Conference puts the focus on trade topics such as digitalization and the forward-looking scenarios for industry and retail, international trendscouting, the effects of changing beauty concepts as well as an expert discussion about consumer protection with representatives from politics, associations and retail.

Topics of this year's Natural Cosmetics Conference:

- Why natural cosmetics are the winners of digitalization
- Why health and natural and organic cosmetics are closing ranks
- Beauty 3.0 – how the concept of beauty is changing
- Consumer transparency – what can still be conveyed
- The segment of natural and organic cosmetics – how it may be expanded
- The pros and cons of palm oil in cosmetics
- New EU-framework regulations and TTIP and its effects

In his keynote presentation on the first Conference day, **Jo Groebel**, Director of the German Digital Institute and well-known media critic, will pick up on the relevant topic of how the digitalization of the society is uprooting the communication within the natural and organic cosmetics market, resulting in the necessity to rethink.

International trend researcher **Pascale Brousse**, owner of the agency Trendscouting based in Paris, France, travels the world researching health & beauty trends. She will supply interesting insights from her current survey and will also show new perspectives for design, merchandising and communication.

Representatives from politics, associations and retail will discuss how natural and organic cosmetics can be transparently conveyed and which effects from additional regulations established by the European Union and the possible TTIP-negotiations may be relevant for the cosmetics trade.

Of course current data and facts concerning the market development will also be presented. A focus will be on the world's largest natural and organic cosmetics market. Experts from the US will offer the latest data and provide insights about what needs to be observed stateside. Conference participants may also look forward to current market research results from relevant target groups.

Details about the presentations and discussion groups can be found on our website by the end of May. [www.naturkosmetik-branchenkongress.de](http://www.naturkosmetik-branchenkongress.de)

Conference participants may also look forward to best practice examples. On the second Conference day, panel A will present different marketing concepts. Panel B will traditionally focus on procurement of raw materials and will pick up on the perennial issue of palm oil in cosmetic products.

The Natural & Organic Cosmetics Conference as a trade highlight in the fall is – next to the trade highlight VIVANESS in the spring – an important event for all market participants looking forward to discuss current challenges and trends of the cosmetics market with international experts and meeting members of industry and retail. Participants may look forward to an interesting, inspiring and future-oriented Conference. Participants are international decision makers of the entire beauty trade. Next to the Conference program, there will be ample opportunities for discussions and international networking.

Within a short time, the Natural & Organic Cosmetics Conference has been established as one of the most important platforms for exchanges in the entire cosmetics industry.

The Natural & Organic Cosmetics Conference is targeted at management members and decision makers of the entire cosmetics and natural and organic cosmetics industry, marketing- and distribution managers, research and development managers, purchasing and procurement, service companies and manufacturers, development and production companies, suppliers and of course all retailers from the segment of drugstore and cosmetic retailing, pharmacies, health food stores, natural and organic cosmetics specialist stores, perfumeries, food retail as well as department stores, wholesalers and retailers, online stores and purchasing associations, service providers, agencies and associations from all over Europe.

Program chairwoman and trade expert Elfriede Dambacher, manager of the publishing company naturkosmetik verlag in Dortmund, organizes the Natural and Organic Cosmetics Conference in cooperation with the NürnbergMesse, organizer of the trade fair VIVANESS.

**The Natural & Organic Cosmetics Conference will be held September 27-28, 2016, at the Hotel Ellington Berlin.**

Conference language is German/English, simultaneous translation is provided.

On the day prior to the Conference, the popular **Trendtour Berlin** will take participants to newly discovered hotspots of natural cosmetics in the city of Berlin (bus tour 2 – 6 p.m.)

**Please find further information and the Download-Service at:**

[www.naturkosmetik-branchenkongress.de](http://www.naturkosmetik-branchenkongress.de)

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